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# WELCOME!

**Tobacco Reduction Advisory Committee**  
**October 10, 2022**

Health Promotion and Chronic Disease Prevention  
PUBLIC HEALTH DIVISION

**Health**  
Oregon  
Authority



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# 2021-2022 Updates

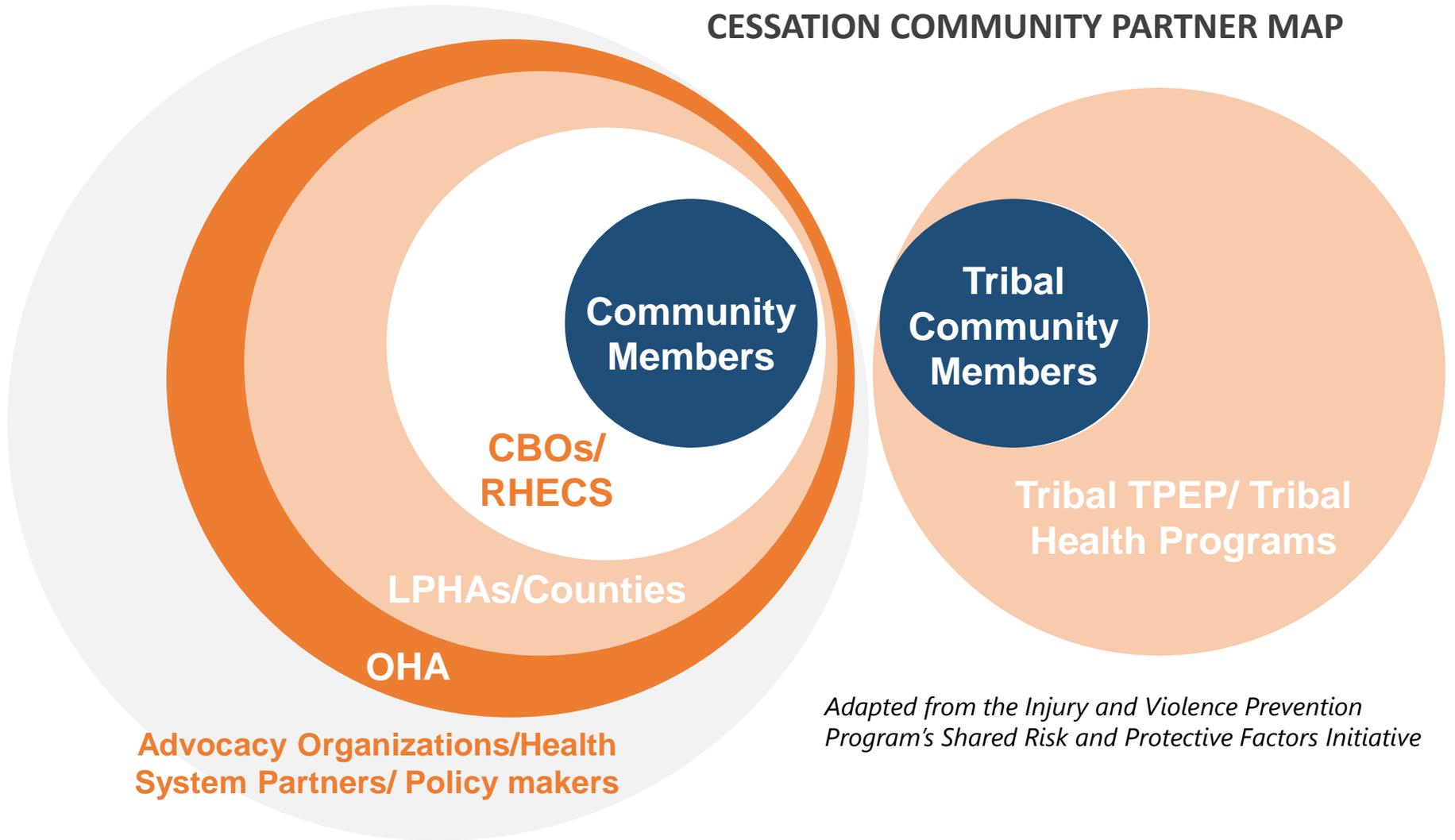
Tobacco Reduction Advisory Committee

Tatiana Dierwechter – Section Manager  
Oregon Health Authority – Public Health Division

Health Promotion and Chronic Disease Prevention  
PUBLIC HEALTH DIVISION



# COMMERCIAL TOBACCO PREVENTION & CESSATION COMMUNITY PARTNER MAP



*Adapted from the Injury and Violence Prevention Program's Shared Risk and Protective Factors Initiative*

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# **Tobacco Prevention Education Program (TPEP) Overview**

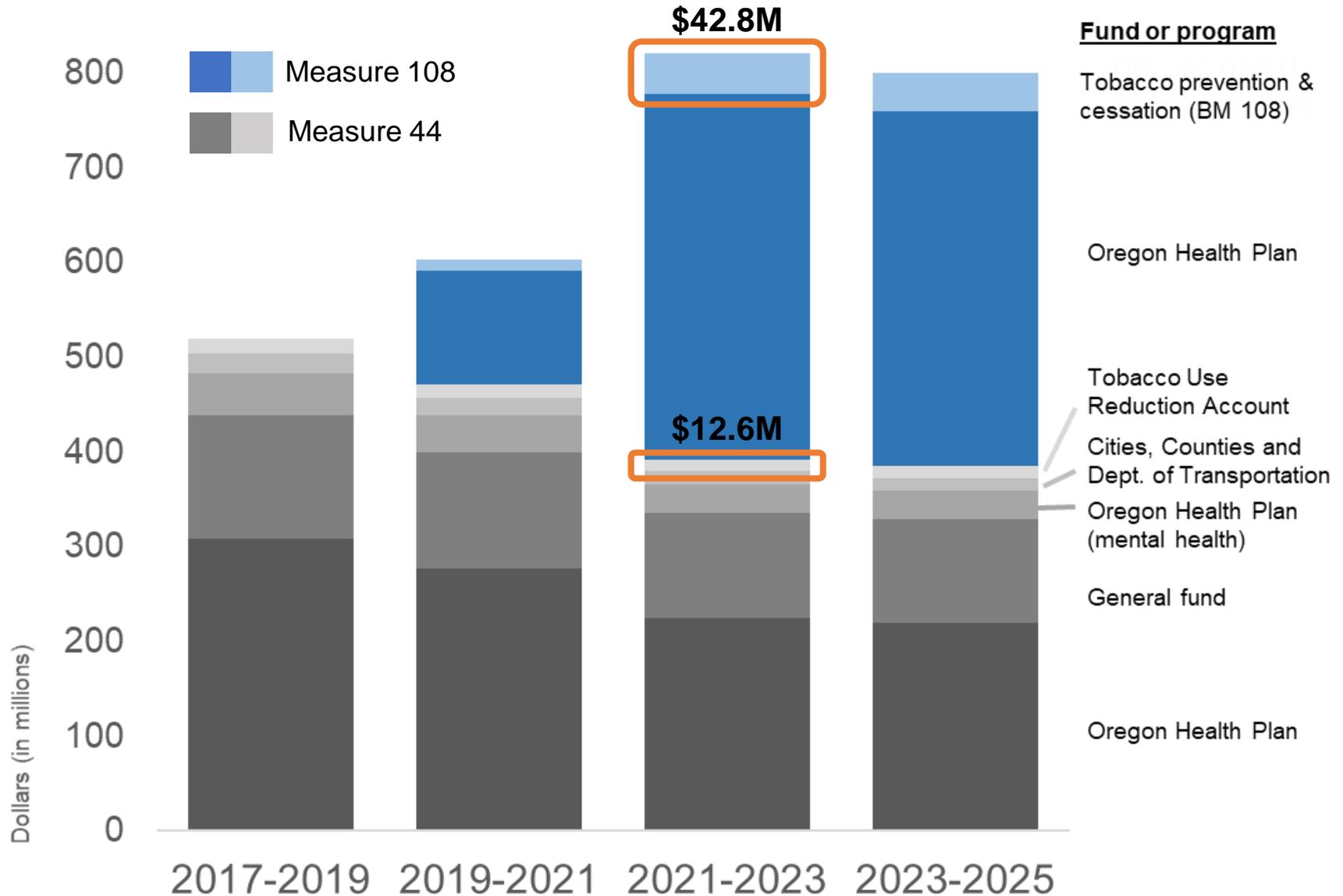
**Tobacco Reduction Advisory Committee**

**Steven Fiala, Tobacco Policy and Partnerships Lead  
Oregon Health Authority – Public Health Division**

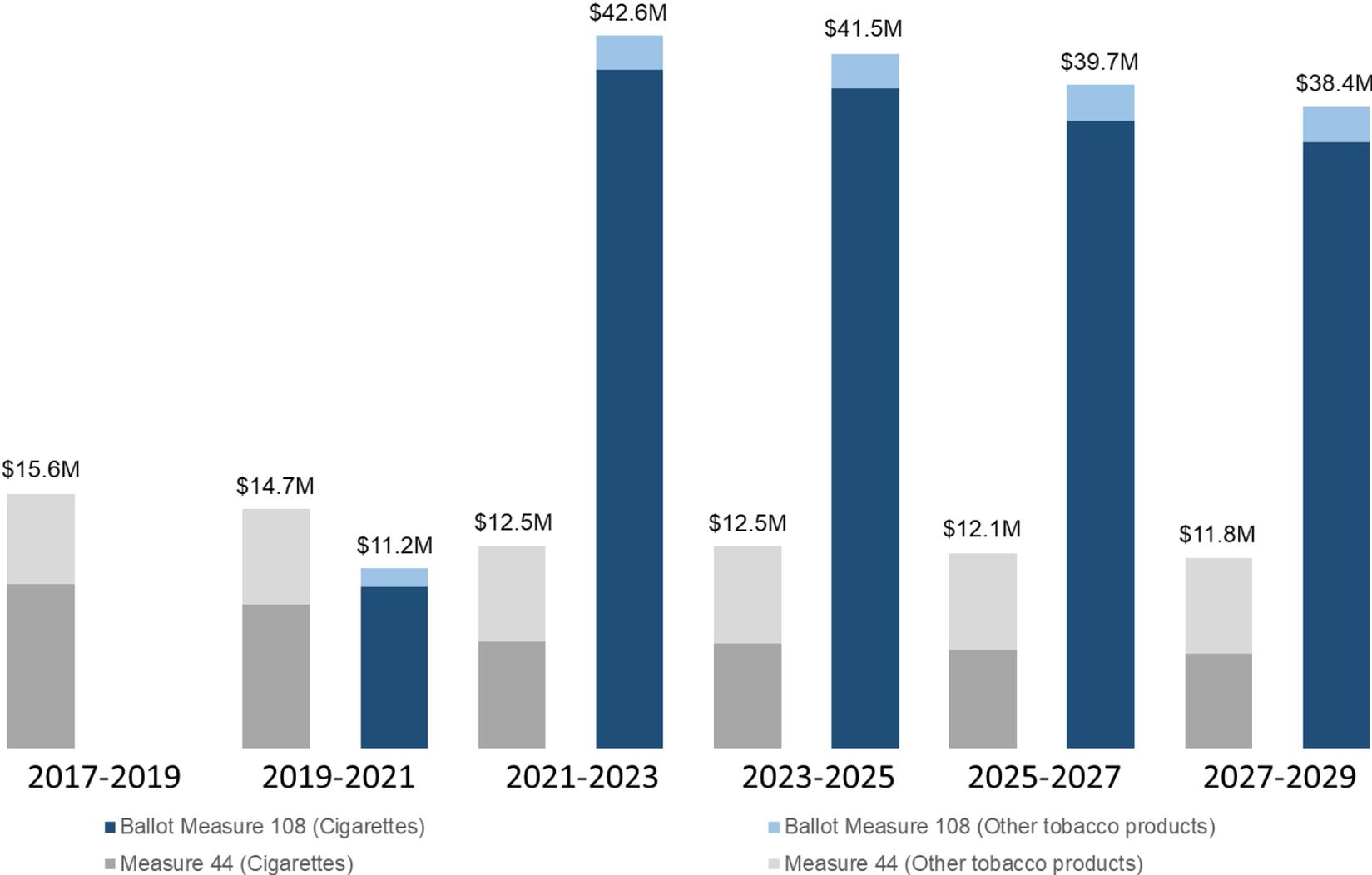
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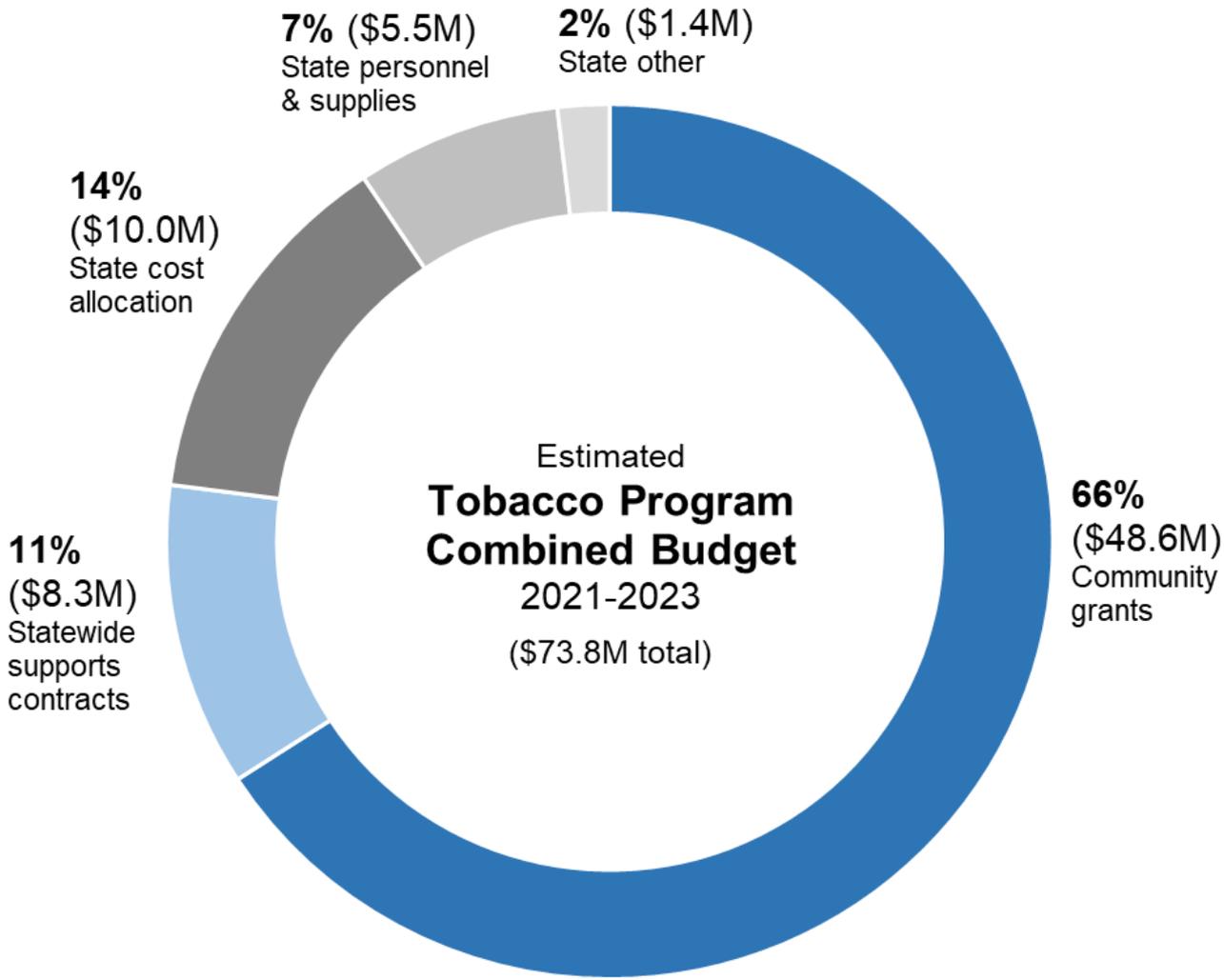


# Tobacco tax revenue by fund or program, Oregon, 2017-2025



# Tobacco tax revenue by fund, Oregon, 2017-2029





# Budget Planning Milestones, 2021-2022

**February 2021**

Tribal consultation

**Nov 2021 – June 2022**

Joint Leadership Team &  
Conference of Local Health Officials



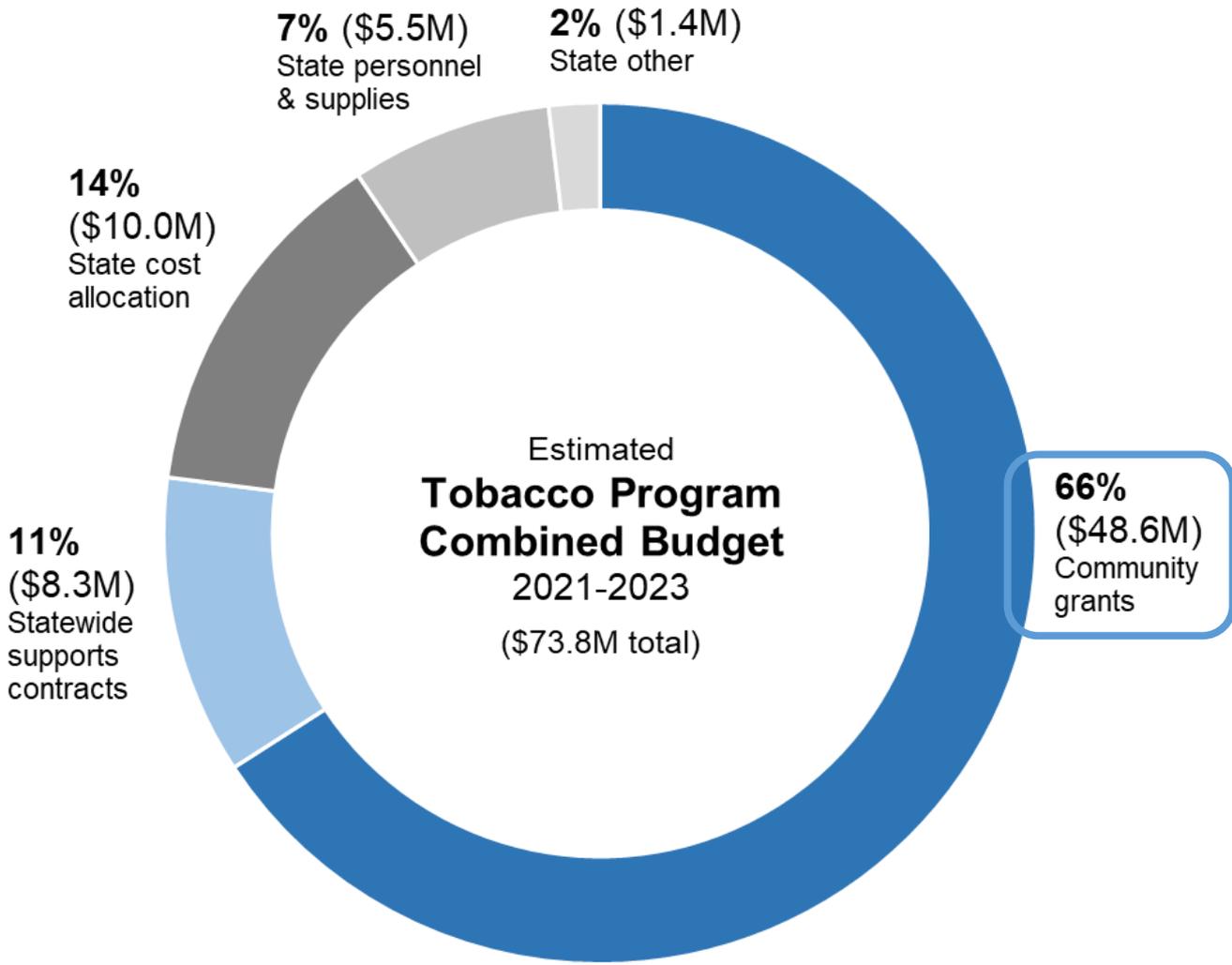
**Jan 2021 – Sept 2021**

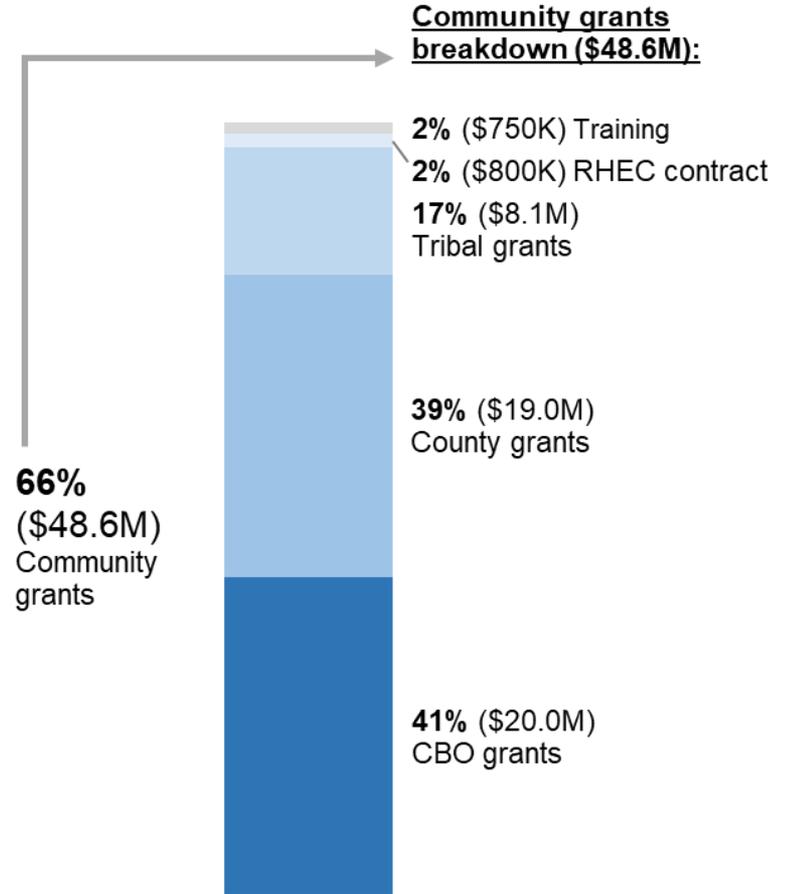
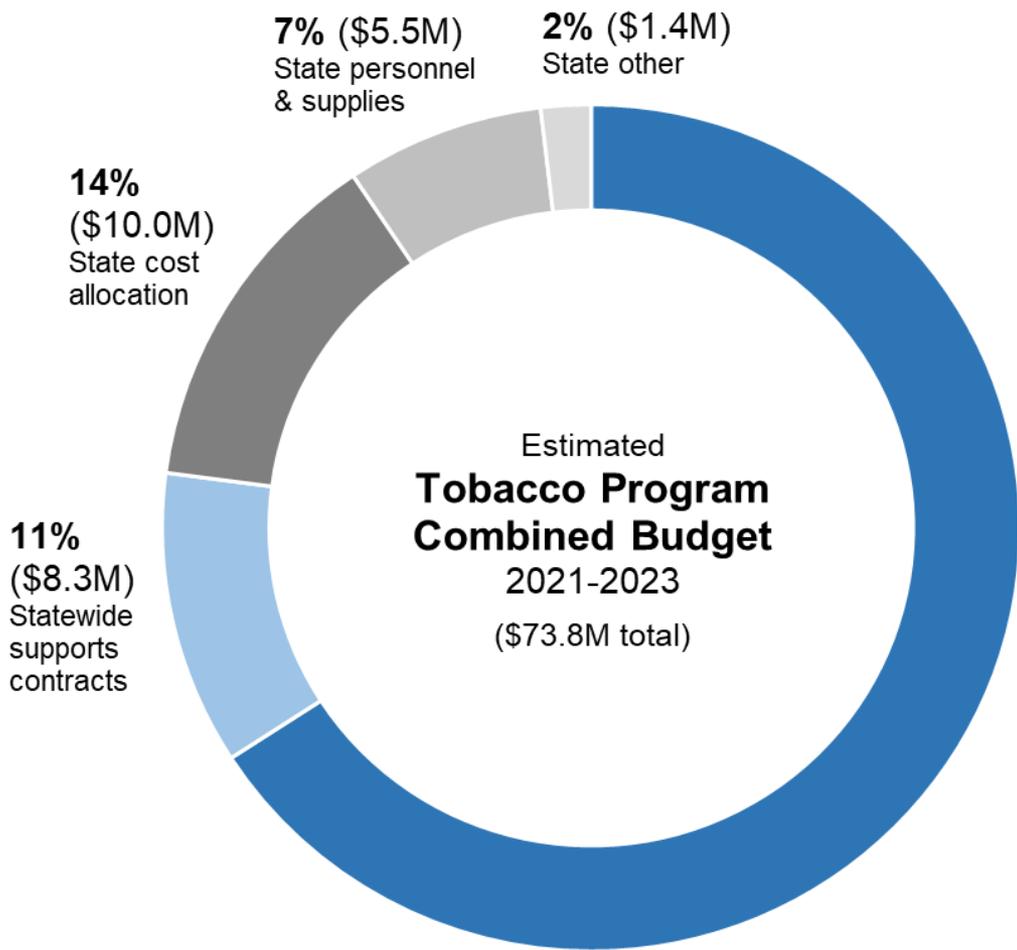
CBO Advisory Group convenings

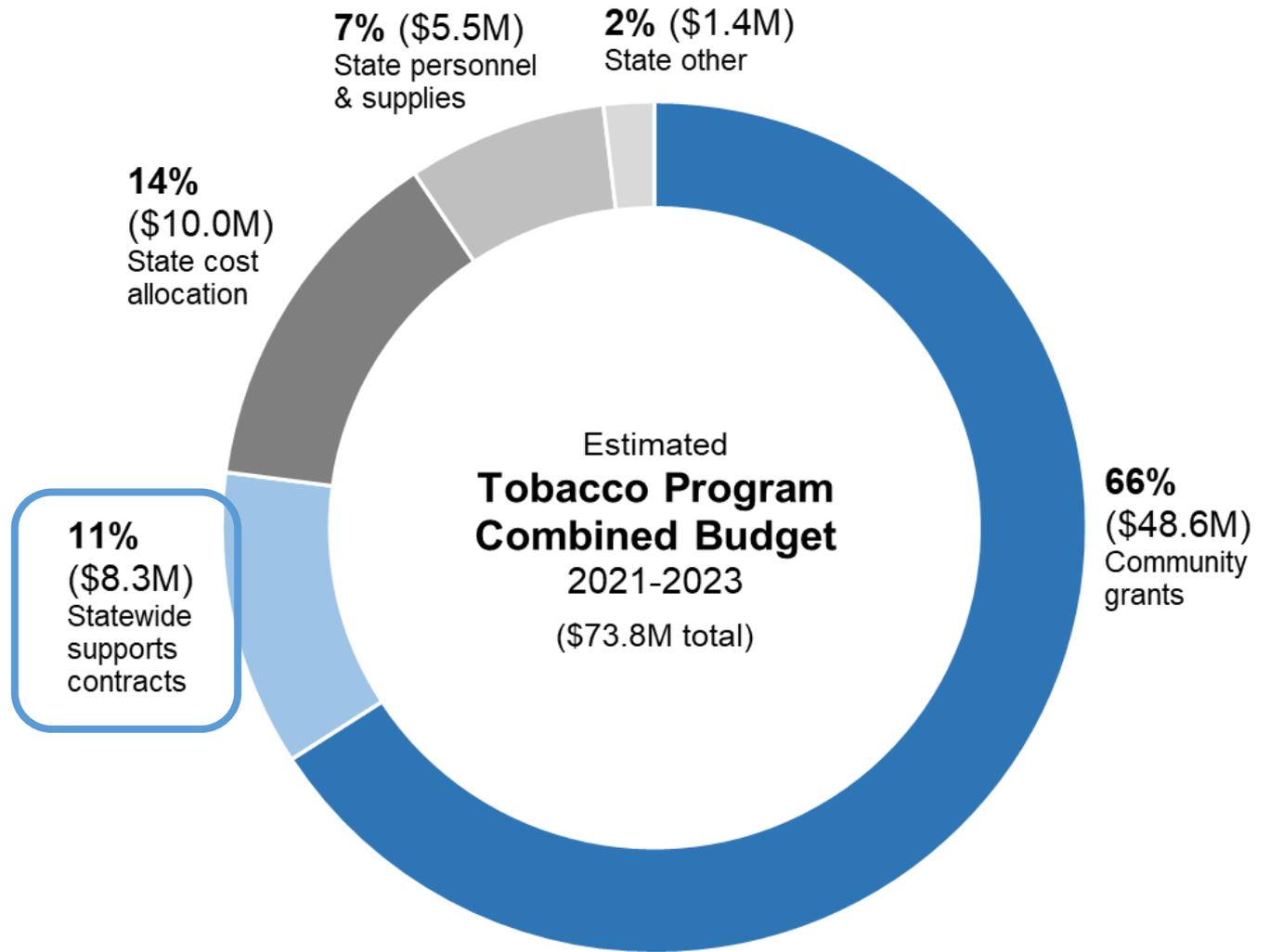


**July – Sept 2022**

Internal budget planning







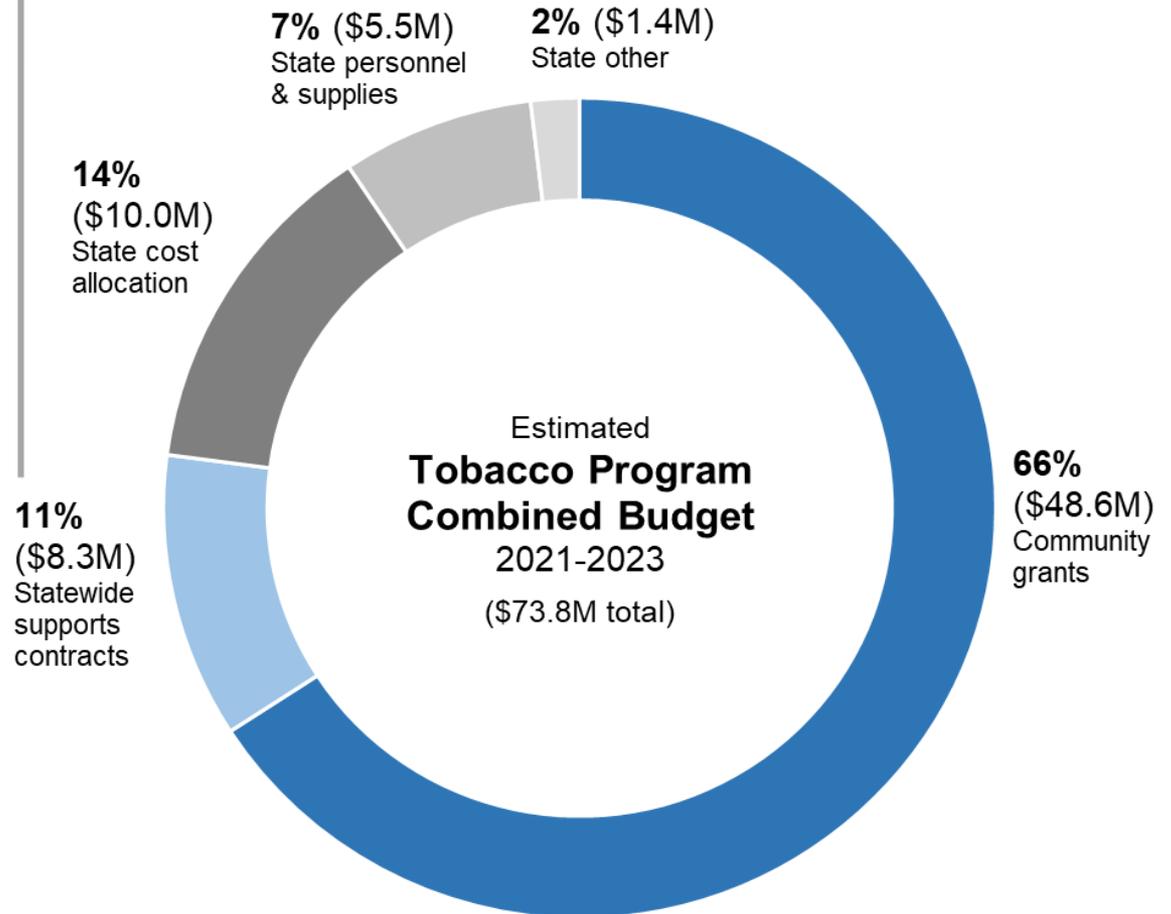
**Statewide supports contracts  
breakdown (\$8.3M):**

**8%** (\$622K) Admin  
& Management

**18%** (\$1.5M)  
Cessation

**33%** (\$2.8M)  
Data Collection  
& Evaluation

**41%** (\$3.4M)  
Health  
communications



# Statewide supports contracts

## Comms

- Grantee technical assistance
- Cessation campaigns & audience research
- New media campaign on flavors/menthol

## Data & Evaluation

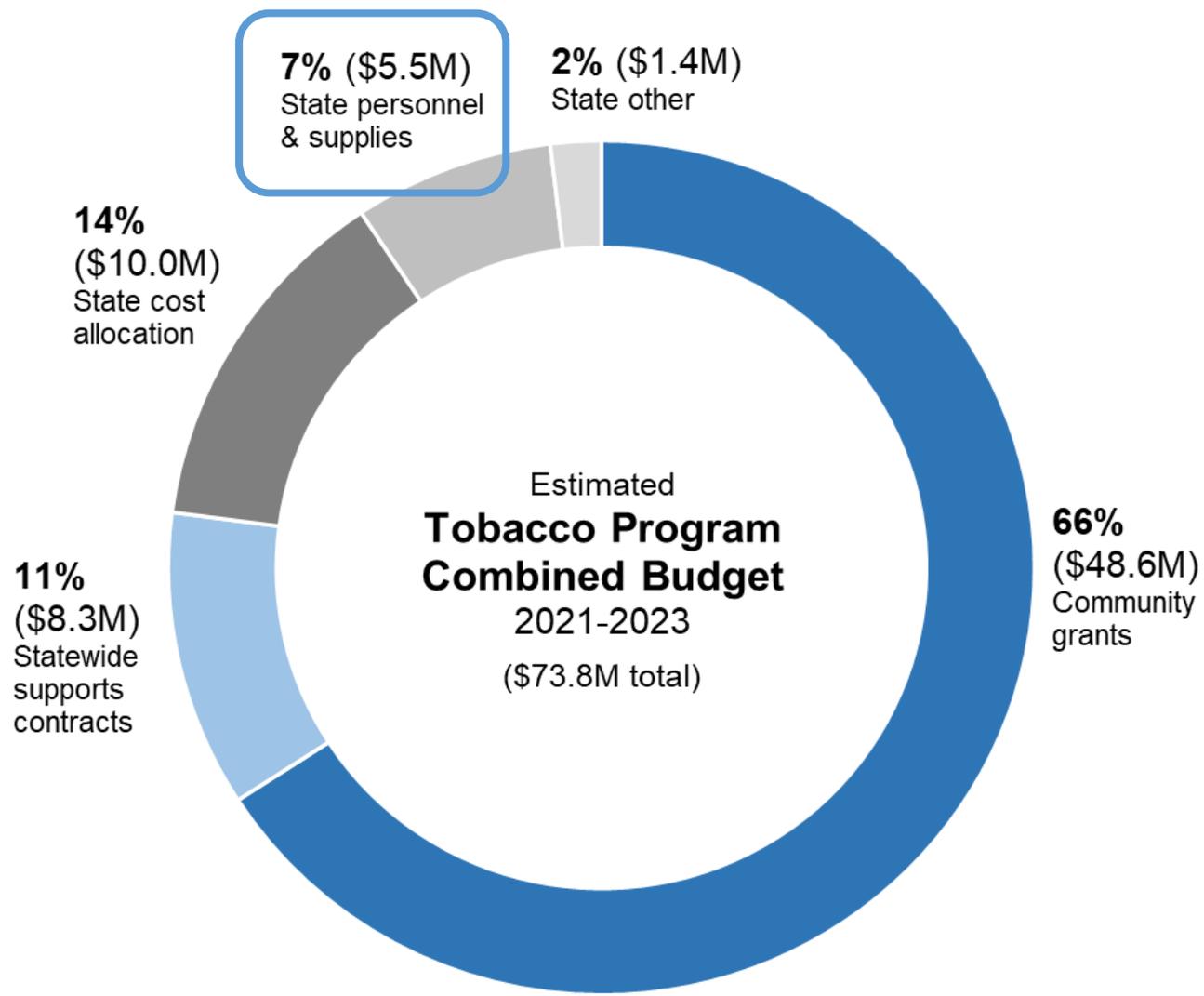
- Grantee technical assistance
- CBO funding process evaluation
- Evaluation planning with grantees
- Enhance youth survey

## Cessation

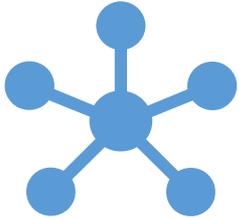
- Grantee technical assistance
- Oregon Tobacco Quit Line contract
- Quit Line evaluation
- NRT pilot with behavioral health and SUD facilities

## Admin-Management

- Learning communities model for grantees
- CBO Advisory Group
- Internal trainings
- Support Youth Advisory Council



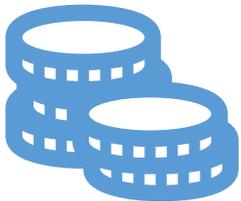
# State personnel



**Steven Fiala** | Tobacco  
Policy & Partnerships Lead



**Helen Kidane** | Social  
Epidemiologist



**Jordan Kennedy** | Fiscal  
Operations Manager

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**BREAK**

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# Governance

## Tobacco Reduction Advisory Committee

**Lily Banning, Tobacco Policy Specialist  
Oregon Health Authority – Public Health Division**

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# Governance

Currently:

**Tobacco Reduction Advisory Committee (TRAC) –**  
Measure 44 revenues

**Community Advisory Group –** Measure 108 revenues

Oregon Health Authority (OHA) desires an equitable governance structure reflecting all partners in the tobacco prevention system and with purview over tobacco program funding, including both M44 and M108 revenues.

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# **Tobacco Retail License Implementation**

**Tobacco Reduction Advisory Committee**

**Sarah Wylie – Manager**

**Oregon Tobacco Retail License Program**

**Oregon Health Authority – Public Health Division**

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# Senate Bill 587: Statewide Tobacco Retail Licensing

- Passed during the 2021 legislative session, signed by Governor Brown on July 17, 2021.
- As of January 1, 2022, a license is required for each premises from which tobacco products and/or inhalant delivery systems are sold.
- Premises:
  - Must be fixed and permanent;
  - Not located in an area zoned exclusively for residential use;
  - Must meet qualifications for engaging in the sale of tobacco products or inhalant delivery systems enacted as an ordinance provided the Department has knowledge of the qualification.
- SB 587 also allowed for existing local licenses to continue and for localities to adopt stricter standards for tobacco retail sales.

# Oregon Tobacco Retail License Program – State Agency Roles



## Department of Revenue:

- Issue license, annually renew license;
- Collect fees associated with license;
- Suspend, revoke, refuse to issue or renew license;
- Information sharing.



## Oregon Health Authority:

- Enforce state laws and rules on tobacco and inhalant delivery system sales;
- Establish database;
- Retailer education and outreach;
- Annual inspections;
- Technical assistance to local jurisdictions;
- Evaluation;
- Information sharing.



## Local Jurisdictions:

- May keep local license program (if they already have one);
- May conduct education and outreach;
- May help enforce state and/or local tobacco retail laws;
- Information sharing.

# Oregon Tobacco Retail License Program – State Agency and Local Roles

Component	Responsible Entity
Licensing Program Applications and Renewals	Department of Revenue
Retailer Education <ul style="list-style-type: none"> <li>• <i>Outreach and education materials</i></li> <li>• <i>Training</i></li> <li>• <i>Marketing</i></li> </ul>	Oregon Health Authority
Compliance Checks and Inspections <ul style="list-style-type: none"> <li>• <i>Educational visits if needed</i></li> <li>• <i>Statewide database</i></li> <li>• <i>Inspections of every retailer for minimum legal sales age and other sales laws</i></li> <li>• <i>Reinspection and complaint visits</i></li> </ul>	Oregon Health Authority; Local Public Health Authorities with Program Element
Enforcement and Penalties <ul style="list-style-type: none"> <li>• <i>Civil penalties</i></li> <li>• <i>Legal proceedings</i></li> </ul>	Oregon Health Authority and Department of Revenue
Data Collection and Evaluation	Oregon Health Authority

# Program Implementation

- **2,625** state tobacco retail licensees with the Department of Revenue.
  - Multnomah, Clatsop, Benton, and Klamath Counties kept local licenses.
  - Lane County kept local restrictions but handed licensing to the state.
- Tobacco Retail License Rules effective February 10, 2022 (OAR 333-015).
- Minimum legal sales age inspections began August 17, 2022.
  - **353 inspections completed** as of 10/7/22 with **88 violations**
- Conference of Local Health Officials adopted Program Element for local enforcement September 2022.
- Program fully staffed as of October 4, 2022.

# Questions



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# General Updates

## TRAC Members

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# Public Comment

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